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The Factors That Influence Customer Satisfaction Level in the Mongolian Banking Industry

Enhzul Davaa ^{a,*}, Meysam Safari ^b, Elias Randjbaran ^c, Sepehr Randjbaran ^d

^a Graduate School of Business, SEGi University, Kota Damansara, Malaysia

^b Graduate School of Business, SEGi University, Kota Damansara, Malaysia

^c Scientific Researcher at Aerospace Department, faculty of Engineering , Universiti Putra Malaysia (UPM)

^d Faculty of Management, University of Tehran

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ABSTRACT

This study examines the factors that influence customer satisfaction level in the Mongolian banking industry and to identify customer satisfaction level in that sector. Customer satisfaction is crucial as for service companies customers' behaviors and their satisfaction affect company's operation. Mongolia has 13 commercial banks which have introduced modern banking technologies to their services. However, they lack to identify their behavior of their customers and what factors influencing their customers' satisfaction. Mongolian commercial banks conducted surveys to identify customers' satisfaction level few times in a year (Mongol bank, 2013). This research uses quantitative approach and SERVQUAL measurement to identify customer satisfaction level. Furthermore, the questionnaire of this research includes SERVQUAL measurement's 22 questions based on its five dimensions and demographic questions and it was distributed to customers of Mongolian commercial banks. Data analyses of this research was conducted by SPSS. Based on results, the main factors affecting customer satisfaction in Mongolian banks are assurance, reliability, and tangibility.

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*Corresponding Author:
davaa_enhzul@yahoo.com

1. Introduction

Banks play a critical and dynamic part in the financial and economic improvement of a nation. A successful banking framework extraordinarily affects the development of a nation in different areas of the economy. Professionals in the banking business confront an expansive number of complex difficulties in the worldwide commercial center. It is significant for banks to better comprehend changing customer needs and receive the most recent data engineering framework. Better service quality is by and large viewed as an approach to hold existing customers and obtain new ones, diminish expenses, upgrade corporate picture, create positive informal proposals, and enhance gainfulness (Berry et al., 1989; Cronin et al., 2000; Kang & James, 2004; Reichheld & Sasser, 1990; Rust & Zahorik, 1993; Yoon & Suh, 2004). As the worldwide world has experienced monetary melancholy lately, it is fundamental for banks to create a tough and robust unwavering client base to climate harder economies and more exceptional rivalry. The practice of excellent service quality integrated with consumer products is a powerful generator to cater to customers' needs and engage with them. Considering that many banks offer undifferentiated products in a rival marketplace, banks are paying more attention to service quality in order to gain a competitive advantage. Banks that master service quality can gain a competitive edge in terms of higher revenue, customer loyalty and customer retention (Kumar et al., 2010). The researcher does not know about the factors that influence customer satisfaction level in the Mongolian banking industry is the main problem of this research. Therefore, this research, analyses those factors that influencing customer satisfaction level in the Mongolian banking industry. This research collected data from 150 customers in Mongolian banks. The main objective of this research is to identify factors that influence customer satisfaction level in the Mongolian banking industry. Moreover, this research finds the ways to improve customer satisfaction in Mongolian banking industry. Lastly, this research also tries to identify what section of banks influence more customers' mind. This research aims to find out how the banks and organization which are having a strong culture prevailing in the market will gain benefit in the shape of improved strategy towards employees and building a strong culture which is helpful for achieving success in the competitive organization locally and globally (Varkevisser, Pathmanathan & Brownlee, 2003).

2. Literature Review

2.1. Concepts of Customer Satisfaction

Mansori and Safari (2014) define customer satisfaction is the outcome of the comparison between an attribute of the service/product or customer's expectation of quality and the deliverance of promises by the company. Moreover, they determine when the customer will be satisfied or delighted; if firms' deliverance exceeds or meets expectation of the customer then the customers will be either deleted or satisfied. Other scholars (Boulding, 1993, Suh and Jones, 2000) separated the meaning of satisfaction into 2 structures that are combined transaction-particular satisfaction and the satisfaction. The main satisfaction is the customer's general assessment of the utilization experience to date (Johnson, Anderson and Fornell, 1995). An alternate satisfaction is a traveler's assessment of his or her experience and responses to a particular administration experience. Researcher (Gray, 2004) characterizes client satisfaction is measured by a change in the clients' impression of the sufficiency of administration gave as indicated by the mode used. Moreover, researchers say that customer satisfaction and service quality are the same concepts because these concepts are comparable between the actual service they receive and customer's expectations.

Furthermore, they include one definition of customer satisfaction that is satisfied is evaluations what consumers give to business transactions. Customer satisfaction is characterized as the rate of aggregate customers and number of customers, whose reported involvement with an organization, its administrations or items (appraisals) surpasses defined satisfaction objectives. The degree of satisfaction given by administrations and the results of a company as measured by the quantity of rehash travelers (Earl Babbie, 2007).

Sofia and Filipa (2010) established that customer satisfaction is seen as a response to consummation and satisfaction of necessities a mental state and as evaluation of a general assessment. Moreover, this idea is seen as a perceptive reaction, as an aftereffect of an advanced process and a passionate answer. According to Ck Prakasam, (2010), the theories can arranged under 3 gatherings as value, hope disconfirmation and attribution. At that point, specialist (Ck Prakasam, 2010) recommends theories according to this arrangement. In any case, all of the theories focused around customer satisfaction idea. Figure 4 in reference section shows a representation of one of paramount theories focused around customer satisfaction. Additionally, according to Adam Metz, 2012, two principle theories about customer satisfaction and its conduct are exists. First is disharmony hypothesis, and the

second is antagonism hypothesis. The negative hypotheses are impression of customers with the negative behaviour and its reasons. The cacophony hypothesis additionally implies in regards to customers with the negative behaviour. Fundamental this hypothesis's reason is to distinguish and choose discord in the middle of shopper and supplier. John Egan, 2011 says in regards to relationship advertising hypothesis. Primary idea of this hypothesis is that profitability is enhanced when customer retention is high. Retention implies for the most part accepted to be a result of customer satisfaction. Satisfaction could be seen from various distinctive perspectives. Subsequently, customers are fulfilled when their desires of qualities are emphatically disconfirmed (Sisodia, 1999). Else, they will be disappointed. Figure 5 in addendum represents these ideas. Younghan Bae (2011) tries to focus customer satisfaction focused around theories and exact confirmation. Subsequently, there utilized some critical theories within exploration work. One of theories is advertising hypothesis. In this hypothesis, specialists break down the relationship between satisfaction and the customer dependability.

Besides, they utilize three c hypothesis, three level Jones, HLM and Sasser hypothesis, and so forth. Figure 6 in index demonstrates delineation of last hypothesis. Mansori (2013) explores 5 factors of service quality and their relationship with student's satisfaction level. Although this article explores student's satisfaction and their loyalty, researchers' suggested this theoretical model /5 factors of service quality/ shows very significant relationships to increase customer satisfaction level. Namely, those 5 factors are assurance, empathy, tangibility, reliability and responsiveness.

First relationship is between assurance and satisfaction. According to article empathy is defined as a narrow understanding of customer's situations, motives and feelings. It evokes the passion to offer help that customers need by compassion and sympathy that match customer's feeling and thinking. Second relationship is between empathy and satisfaction. In this relationship, responsiveness refers the level of promptness in the staffs' response to the enquires of customers (Lee, 2011). Next relationship shows us between responsiveness and satisfaction. In this relationship, we can know about reliability that shows the company meant it when it says we deliver what we promise. Fourth relationship is between reliability and satisfaction. In this relationship, there mentions about the tangibility of service, addresses of all companies. Namely, availability of company's facilities is one of the main factors. Last one is a significant relationship between satisfaction and tangibility. Quality According to ISO 9000 (2005), quality is the degree to which a group of inbuilt gimmicks (identifying with product, procedure or framework) meet the requirements. The inbuilt peculiarities might be

physical, tangible, behavioral, transient, ergonomic or useful whilst necessities are the expressed need or desire is it inferred or required. According to Juran & Crosby, they mention about quality as conformance to necessities or determinations and wellness for the objective or utilize separately. Bunney and Dale clarify what Crosby is the view, and quality cannot be analyzed and modifiers such low, high, great and great can't be utilized to depict quality. Quality is the helping and the desires of customers Parasuraman et al (1991).

Accordingly, the measuring stick for deciding administration quality is not the policy of the bank and the desires of customers. This perspective has been supported by Jamali (2007) and Ting (2004). Oliver, Rust, Hubbert and Bitner cited in LeBlanc (1998), they defined service quality is the perspective of consumers about how prevailing or phenomenal the service got or utilized is. Almossawi and Metawa (1998) mentions that service quality is a capacity of the knowledge of consumers since services must be utilized first. Moreover, according to Zeithaml, the relationship in the between service and customer associations prompts view of quality. The mentality of service suppliers can additionally serve as a quality marker for the consumer. Owusu (1999) cases a responsive mentality of staffs is a gain element in giving consumers a decent impression around a bank and its services. The physical environment as far as framework, configuration and general air are additionally considered by consumers in surveying service quality of banks. Moreover, length of time of service conveyance gives a negative or positive impression to consumers.

A short holding up time may give a decent memory about the bank. Namely, bank's services are of astounding and the other way around. Schneider and Bowen referred to in Binks and Ennew (1996) then again believe that service quality will mostly be focused around the consumer connections with the association rendering the service. Schneider and Bowen further demonstrate that consumers who are ready to partake earnestly in the conveyance of service are prone to hope to get a superior service quality. Main reasons are the service supplier will comprehend their circumstances and needs. Likewise, customers included in the service conveyance methodology are going to have knowledge into the obstructions on the method for the service association, subsequently be thoughtful in their desired quality. As per Burke, service buy is not the same as a goods or product. There do not have contact with the association offering goods and customer and along these lines impression of the service or product qualities are not actuated by individuals in the association. The consumers' structures his judgments on the product quality focused around promotions, suggestions by people who have utilized the product before or the accomplished,

he has had in the wake of utilizing the product within the past. Then again customers are moved either absolutely or contrarily, by the service supplier and subsequently service procurement is both an individual and mental thing, (Bowen and Schneider, 1985). According to Athanassopoulos, he has given a summary about service quality measured by customers. Namely, he has written about the criteria customers used to measure the service quality. The general conclusion of his criteria is the criteria utilized are intricate, and hard to focus precisely because of the factors listed follow:

- Intangible /services
- Heterogeneous /services
- Services cannot be placed in a time capsule and thus be tested and retested over time
- Inseparable /production of services

Kotler and Gronroos referred to Athanassopoulos et al (2001) personal that consumers by and large assess quality of service by its result, the methodology of the service conveyance and connection. As indicated by Zeithaml, buyers evaluate products and services through three methods. These are pre-purchase or experience qualities, pursuit qualities, and trustworthiness qualities. Search qualities are feature that purchasers pay special mind to before purchasing and are those they can see, feel or touch. Then again encounter qualities are post-buy offers that customers survey whilst belief gimmicks are those not simple for buyers to evaluate amid the post-buy period. Services of Banks are of experience and confidence sorts and consequently hard to evaluate by consumers. Consumers can't assess these sorts on the grounds that they don't have the obliged aptitudes, ability and learning to do the assessment. As an aftereffect of that, consumers put a high premium on the picture and the notoriety of the bank before acquiring. Owusu (1999) fights that on the grounds that banks' services are of the confidence sort, companions and individual consumers constitute the primary wellspring of data for consumers. This has been affirmed by the aftereffects of an investigation of Chua in Ting and Tan (2006). Burke (2005) claim that there are two ways service associations can enhance quality of service. In the first place, a great human resource administration's approach must be received to guarantee workers' fulfillment. It is accepted that with the vital backing from the administration, representatives strive hard to give excellent service to customers. Likewise, the association needs to actualize its hierarchical qualities, approaches and systems to influence the conveyance of high quality of service to consumers. Customer Satisfaction reinforces the quality perception and drives repeat purchases. Zaim, Bayyurt, and Zaim (2010) found that tangibility, reliability and

empathy are important for customer satisfaction, but Mengi (2009) found that responsiveness and assurance are more important. Siddiqi (2010) examined the applicability of service, quality of the retail banking industry in Bangladesh and found that service quality is positively correlated with customer satisfaction; empathy had the highest positive correlation with customer satisfaction, followed by assurance and tangibility. On the other hand, Lo, Osman, Ramayah and Rahim (2010) found that empathy and assurance had the highest influence on customer satisfaction in the Malaysian retail banking industry. Arasli, Smadi and Katircioglu (2005) found that reliability was the highest impact on customer satisfaction. A number of studies have identified the dimensions of service quality as the antecedents of customer satisfaction. Additionally, both banks and customers join many criticalness to fulfillment. Distraught exertions are constantly made by banks to offer fantastic items and administrations to their consumers. Consumers of banks additionally need the best esteem for their cash and are saving no exertions in selecting the best items and administrations.

When customers are satisfied and have a positive picture or plans around a specific firm, it will set aside sooner or later for contenders to grab or persuade them to switch to them. Profits determined by organizations from consumer fulfillment incorporate faithfulness, repurchasing to build deals benefit, talk good about the items or administrations to consumers to buy, (Song and Him, 2009; Sit, 2009). As pointed out by Assael (1995), the monetary practicality of firms lies in the hands of shoppers. As Solomon (1999), there are different sorts of consumers or customers. That person may be bunches, associations, groups or countries. The saving money industry like another industry has heightened its deliberations to fulfill purchasers through the procurement of value administrations. This slender from that actuality rival has been firm; each bank is attempting to hold old consumers and charm new consumer. Quality, fulfillment and worth are ideas that offered unmistakably in the consumer fulfillment writing. Clarifying these ideas are going to be exceptionally helpful. Besides, the ISO 1002 demonstrates satisfaction is the degree to which prerequisites of the consumers have been met where necessities means expressed needs or desires whether suggested or compulsory. As indicated by Oliva, satisfaction is in accordance with the administration supplier meets the desires and standards of consumers. This perspective is imparted by Anderson (1994). Oliver and Westbrook, (1991) propose that satisfaction is the point at which a purchaser cognitively contrasts real execution and expected execution. Kotler (1991) defines satisfaction is the post- buy assessment of items or administrations thinking seriously about the desires. Compressing the writing on the meaning of satisfaction, according to

Fecikova (2004), demonstrates that satisfaction is the inclination which exudes from the procedure of assessing what was acquired against what was normal, the buyers choice itself as well as the satisfaction of the necessities or needs. Abdullah and Rozario (2009) feature that the level of customer satisfaction may be affected by different interior and outer components. This recommends that the determination of satisfaction is extremely troublesome. Veloutsou et al (2005) show that general customer satisfaction is not a static process, however continues changing when the consumer gets an involvement with the administration supplier. In the same vein, Communities Scotland referred to in (EIPA) the European Institute of Public Administration has recorded the accompanying as the troubles connected with the concept of satisfaction:

- *It is not static, but changes over time; new experiences and levels of awareness will alter the potential levels of satisfaction that could be achieved.*
- *It may be easier to express the reasons for dissatisfaction, particularly if this is the exceptional state.*
- *It may be difficult to express the reasons for satisfaction; particularly where less tangible aspects of services are being considered.*

According to Mansori & Safari (2014), customer satisfaction is the outcome of comparison between an attribute of the service/product or customer's expectation of quality and the deliverance of promises by the company. Moreover, they determine when the customer will be satisfied or delighted. Answer is if firms' deliverance exceeds or meets expectation of customer then the customers will be either delighted or satisfied (Mansori & Safari, 2014). Moreover, Kew Mei Lian isolates determination of satisfaction into 2 structures that are aggregate and transaction-particular satisfaction (Kew, 2010). The main satisfaction is the customers' general assessment of the utilization experience to date (Anderson, Johnson & Fornell, 1995). An alternate determination of satisfaction is a traveler's assessment of his or her experience and responses to a particular administration experience (Gray, 2004). Moreover, Adam Metz notice 2 primary speculations about customer satisfaction and its conduct in his book. First is disharmony theory, and the second is negativity theory. The second theory that negative is impressive of the negative behavioral clients and their reasons. The discord theory likewise implies in regards to the negative behavioral clients. Primary reason of this theory is to distinguish and choose cacophony in the middle of consumer and supplier (Adam Mets, 2012). Besides, an alternate theory is relationship advertising theory delivered by John Egan. Primary idea of this theory is that

productivity is enhanced when client maintenance is high. Maintenance implies for the most part accepted to be a result of client satisfaction. Satisfaction might be seen from various distinctive perspectives (John Egan, 2011). Consequently, clients are fulfilled when their desires of qualities are decidedly disconfirmed (Sisodia, 1999). Else, they will be disappointed. Jamal and Nazer (2002) battle that client fulfillment is not interfaced with just the perspective of clients in regards to the dependability of the administration conveyed additionally focused around the knowledge of the client with the administration conveyance process. Kotler (2003), set high client maintenance is a pointer for client fulfillment. Reichheld (1993) opines that client fulfillment alone is insufficient and can't promise faithfulness to associations as between 65% to 85% of clients who switch to different associations are fulfilled clients.

2.2. Value

Zeithaml (1988) defines value as the vitality connected to administrations focused around their utilization and the sum paid in return. Woodruff (1997) shows value is the consumers infer from the transactions made such as quality, profits, utilities and worth. Whatever he utilized in the trade and he suggests again that value radiates from observations, inclination and the general appraisal made by consumers. He emphasized that apparent value is higher than the quality. Additionally, value might be characterized in 4 ways, such as low value, value is need satisfaction, the quality of the cost paid what is given out. It is additionally contended that value judgments are focused around both nonfinancial and financial expenses. That is, the reparations made in utilizing administration and increases made in return for the administration, (Urban and Hauser, 1986). Confirming this, Lam (2004) said customers allocate value to an item or administration focused around saw the value and saw the quality. In light of it, Zeithaml defined value that is situational and individual than quality. It changes as per the utilization process. Lam battles him such as value is more than perceived cost. The value of consumers is high and the other way around. Oliver and Rust (1994) referred to in Leblanc (1998) recommend that there must be an ascent in value when value falls and quality climbs. Wiersema and Treacy referred to in Bick (2004) fight that consumers purchase distinctive kind of value. Since value is diverse, corporate bodies ought to choose their consumers and scale down their value center. Value standard shores up regarding client desires. Woodruff (1997) defined two sorts of consumers' value. The main object is the normal value that consumers get from the association. The other is the way the association likewise values its consumers. Wiersema and Treacy said (2004) they have turned out with 3

value ideas that business associations ought to endure at the top of the priority list. That is value recommendation, value disciplines and value driven working model. Value recommendation is the assume certification what is not verbally expressed. It gives to customers by administration of associations that they will give specific values such as value, quality, execution, determination or accommodation. The value driven working model is the assistant supporting frameworks in conveying (value recommendation) to consumers. These incorporate; administration frameworks, working procedures and society. Lastly, values devotees are the way the administration of associations can incorporate both the value recommendation and value driven working model to beat all rivals in their businesses. It gives the highest value to consumers. According to them, 3 value disciplines have, such as operational fabulousness, item administration and client closeness. Working greatness is the procurement of a mixture of low value and administrations which is without issues to customers. Item administration, then again, alludes to the conveying of most astounding quality and best performing items in business sector. This is conceivable when associations continue improving to enhance item's quality. Client closeness concerns the stronghold of association with consumers such as supporting and giving what they need to empower them and get the required value for the item or administration.

2.3. SERVQUAL

According to Wisniewski, (2001) service quality is an idea that has stirred impressive investment and verbal confrontation in the literature as a result of the troubles in both characterizing it and measuring with no general agreement developing on either. There are various distinctive "definitions" implied by service quality. The first is that usually utilized characterizes service quality such as the degree to which a service lives up to consumers' necessities or desires (Mitchell and Lewis, 1990; Oakland and Dotchin, 1994; Asubonteng, 1996; Donnelly and Wisniewski, 1996). This concept can hence be characterized as the distinction between consumer desires of service and saw service. In the event that desires are more prominent than execution, then seen the quality is short of what tasteful and thus client disappointment happens (Parasuraman et al., 1985; Lewis and Mitchell, 1990). Continuously there exists a paramount inquiry: why ought to administration quality be measured? Estimation takes into account correlation priority and then afterward changes, for the area of value related issues and for the foundation of clear measures for administration conveyance. Edvardsen et al. (1994) state that, they would say, the beginning stage in creating quality in administrations is investigation and estimation. The SERVQUAL (Service Quality)

methodology, which is concentrated on in this paper is the most well-known technique for measuring administration quality. Clearly, from a Best Value point of view the estimation of service quality in the service area ought to consider customer desires of service and in addition impression of service. Notwithstanding, as Robinson (1999) closes: "It is obvious that there is little accord of presumption and much difference about how to measure service quality". One service quality estimation show that has been broadly connected is the SERVQUAL model created by Parasuraman et al. SERVQUAL as the frequently utilized methodology that service quality was to analyze desires of customers before a service experience and their view of real service conveyed (Booms and Lewis, 1983; Gronroos, 1982; Parasuraman, 1985). This instrument has been the dominating strategy used to measure shoppers' impression of service quality. This instrument has 5 nonexclusive measurements or components and are expressed as takes after (Iwaarden , 2003):

1. *Tangibles*: Equipment, Physical facilities and appearance of personnel.
2. *Responsiveness*: Provide prompt service and willingness to help customers and.
3. *Reliability*: Perform the promised service accurately and dependably.
4. *Empathy* (communication, including access, understanding the customer). 5. *Assurance* (courtesy, credibility, including competence and security).

In this instrument, 22 statements (Appendix I) measure the execution over these 5 measurements, utilizing a seven point Likert scale measuring both consumer desires and discernments (O'Neill and Gabbie, 1996). It is imperative to note that without sufficient data on both impression of services and the quality of services expected got then criticism from consumer studies could be very deluding from both an arrangement and an operational point of view. In the accompanying, the application of SERVQUAL methodology is more detailed with a case in a catering organization.

Despite the fact that not very many studies have concentrated on subject of this study, numerous diaries have concentrated on research territory as customer satisfaction. Accordingly, we can undoubtedly distinguish research range and its attributes. Then again, there have a few lacks in literatures. Main deficiencies in literatures are researcher does not know about answer of this research customer satisfaction in the Mongolian banking industry and factors that influencing customer satisfaction level in Mongolian banks and measure of how to improve dissatisfaction level.

The lack literatures focused on customer satisfaction in Mongolian banking industry expresses one reason that Mongolian banking industry is high developed and stay in high competition, Nevertheless, those literatures did not identified what factors influence customers' satisfaction in Mongolian banking industry (info Mongolia, 2012).

3. Research Methodology

The main objective of this research is to identify factors that influence customer satisfaction level in the Mongolian banking industry. Moreover, this research finds that how to improve customer satisfaction in Mongolian banking industry. Lastly, this research also tries to identify what section of banks more influence customers' mind. Therefore, these above things are main objective of this research. According to few researchers such as Taylor, Kermode and Roberts (2007), research paradigm is a wider view or point of view of something, furthermore Olson and Weaver (2006) characterize this idea that paradigms are examples of practices and convictions that direct ask inside an order by giving casings, methodologies and lenses through which examination is proficient. Besides, as indicated by Abang (2013), paradigms are the lens through which we decide to view the social world, and also it is principle conviction frameworks focused around epistemological, methodological and ontological presumptions. Emulating sections demonstrate to us about ideas of these suspicions as per Abang (2013). **ONTOLOGICAL:** This concept answers of questions relating to the form and natures of reality and how it exists. Namely, it means how we understand reality (Abang, 2013, p.27). **EPISTEMOLOGICAL:** According to Abang (2013), it makes the relationship between reality and what is to be known and. In addition, primary idea of this presumption is the means by which you comprehend the world. In particular, this supposition alludes to relationship among the researchers or relationship among the comprehensible and scholars and the researches (Abang, 2013). In this supposition, researchers have two paradigms. For example, quantitative "positivism" and qualitative "phenomenological". At last, primary idea is the thing that you need to catch.

Methodological: It implies that how you expect to catch the learning (Abang, 2013). The most of researchers who use numerous strategies in their study such us qualitative, quantitative, and mixed paradigm. End of this segment, we shall examine characteristic for these paradigms.

3.1. Research Approach

This research uses quantitative research approach. Researchers have three choices on their research such as inductive, deductive and mixed research approach. The quantitative approach is one in which the researchers initially use post positivist claims for developing knowledge (use of instrument and observation, and test of theories, cause and effect thinking, etc.), employs strategies of inquire such as surveys and experiments and collects data on predetermined instruments (W.Ryan & Bernard, 2010). Quantitative research relies usually on statistical information and numbers. Moreover, quantitative research's main building blocks are variables such as quantitative variable, categorical variable, dependent variable and independent variable, etc. The some various types of quantitative method are survey research, experimental and non-experimental research.

Furthermore, qualitative study refers to descriptions having to do with quality and worth. Moreover, this method has some methodological tools to analyse data such as grounded theory method, action research, content analysis and case study. Namely, qualitative investigators are more concerned about issues of texture, richness and feeling of raw data because inductive or qualitative approach emphasizes developing insights out of data collected (Abang, 2013).

3.2. Sample Selection

This research is going to use samples for convenience, relevance and representativeness. Moreover, many sampling strategies have in research such as theory based, stratified random sampling, systematic sampling, cluster sampling, simple random sample and homogeneous, etc.

Sampling is about measuring a little partition of something and after that putting forth a general expression about it (Nonan, 2008). It could additionally be a procedure of selecting various units for a study in such a route, to the point that the units speak to various bigger gathering from which they are chosen. There are fundamentally two sorts of sampling which are, probability sampling that is extent of the populace, and non-probability which is an example plan that relies on the circumstances. Researchers distinguish sampling criteria and assess the relative significance of criteria to pick a suitable example plan (Zikmund, 2003).

Finally, this research work uses some sampling strategies such as random sample, homogeneous, identification and theory based, etc. This research will is going to us above

sampling strategies in this study. Firstly, research is going to identify highest relative area with research topic of this study in Mongolia, then what people's respond are going to be the most realistic answers on this study's some parts such as questionnaire. After that, research is going to homogenize consumers of focused area such as Mongolian commercial banks' customers. It helped this research to take more realistic data from customers of banks.

3.3. Data Collection Tools

In this section, readers of this research can read data collection tools of this research such as quantitative, mixed and qualitative data collection tools. Furthermore, this part provides readers of this study why I will use quantitative data collection tool in this research study. The researchers (Mansori & Safari, 2014, etc) use some methods to collect data such as interviews, critical incidents, surveys, diaries, case studies, portfolios and observation.

Following tools show concepts of common or main data collection tools such as questionnaire, interviews and its types. All those tools have divided into 3 forms as mixed, quantitative and qualitative data collection tools.

Qualitative Data Collection Tool: The most common tool in qualitative data collection tools is the Interview. Namely, this tool means a conversation of interviewer with the interviewees. According to Abang, (2013), main objective of interview is to issue relevant to specific questions of research study and collect data, and the general aims.

Quantitative Data Collection Tool/Questionnaire Survey: main tool of this tool is questionnaire, and it provides collecting data' a method by asking people questions according to Dr Abang. The questions of questionnaire are semi structured questionnaire /open ended/ or structured questionnaire /closed ended/. This survey consists of 2 types such as respondent completed and interviewer completed. Interviewer completed means researcher or interviewer reads out the survey questions to the respondent and then records the responses tango, face to face and oovoo.

Mixed Data Collection Tool: In previous section, there defined about this data collection tools. Gaining concept of this tools is both quantitative and qualitative data collection tools. Namely, we shall use both these tools.

Finally, according these concepts, my research work will include quantitative data collection tools such as questionnaire.

3.4. Data Analysis Tools

Many researchers who frequently use two techniques to examine collected data such as NVIVO and SPSS. Therefore, this research will use quantitative techniques as SPSS in research work.

Moreover, this technique is normal examination technique in quantitative research and it is measurable dissection. To be specific, facts are techniques used to gather, decipher, dissect and present information. It includes deciding specimen representativeness and dissecting presumptions and slips. Detail's 2 extensions are utilized within Qnda as illustrative facts and inferential detail. At last, numerous researchers additionally utilize SPSS for quantitative information examination. This technique can dissect measurable source, then it demonstrates graphical outline focused around questionnaire questions.

4. Results and Discussion

4.1. Overview of the Sample

This research work used some sampling strategies in this section such as random sample, homogeneous, identification and theory based. Sampling size was 150 customers of Mongolian banking industry. Firstly, research was identified that research area. The research are of this study is banking industry in Mongolia, then also identified what people who can respond more realistic answers for survey such as questionnaire. After that, research was homogenized customers of focused area such as consumers of Mongolian commercial banks. It helped us to get more realistic information.

4.2. Quantitative Data Presentation

The questionnaire consists of five parts with 56 questions. The first part is prepared to know customers' demographic information and frequency of usage of customers in Mongolian banking industry by 6 questions. There are 62 people or 41.3% of participants of survey were male, but 88 people or 58.7% of participants of survey were female. Moreover, more participants' age were between 38-46 years old (33.3%), 29.3% were between 29-37 years old, 14.7% were more than 47 years old, 12.7% were between 21-28 years old, but only 10% were less than 21 years old. Furthermore, table 2 shows that 82.7% or 127 people of all participants were married, but 17.3% or 23 people of all participants were single. Lastly, 20% or 30 people of all participants were doctor, 16% or 24 people of all participants were

students, 14.7% or 22 people of all participants were economist, 12.7% or 19 people of all participants were lawyer, and 9.3% or 14 people of all participants were unemployed

Moreover, 57.3% or 86 people of all participants in questionnaire survey were indicated that they usually use bank per week 4-6 times, 22% or 33 people of all participants in questionnaire survey were indicated that they usually use bank per week less than 3 times, but 20.7% 31 people of all participants in questionnaire survey were indicated that they usually use bank per week 6-9 times.

4.3 Data Analysis

This section shows main analyses of collected data of this research. Namely, this section evaluates relationship between SERVQUAL factors and customer satisfaction. First analysis of this section shows validity and reliability of this research's instruments. After that, demographic analysis, customer satisfaction analyses and open ended question of questionnaire survey continues in this section. Following tables show validity and reliability of this research.

Table 1
Validity and reliability results

Variable	N	KMO/Sig	Cronbach Alpha	AVE
Tangibility	4	0.65/0.001	0.71	0.65
Reliability	5	0.84/0.001	0.79	0.72
Responsiveness	4	0.76/0.001	0.84	0.68
Assurance	4	0.73/0.001	0.81	0.71
Empathy	5	0.85/0.001	0.72	0.61
Satisfaction	6	0.71/0.001	0.80	0.56

According to table 1, KMO (Kaiser Meyer Olkin) value shows results that more than 0.65. It means all variables in table 1 are acceptable. Moreover, p value or significance shows that all variables are less than 0.01. These results expresses that the instruments of this research is significance. All of Cronbach Alphas of variables are more than 0.70 means this research' instruments are reliability. Last column in table 1 shows average variance expected. All values of AVE are more than 0.56 is good results. Following tables' analyses collected data by questionnaire survey. Table 2; 3; 4 and table 5 show demographic analyses of this research.

Table 2

Statistics of demographic information in questionnaire

Statistics	Gender	Age	Marriage	Occupation
Valid	150	150	150	150
Missing	0	0	0	0
Mean	1.59	3.3	1.17	4.27
Std. Deviation	0.494	1.169	0.38	2.416
Sum	238	495	176	641

According to table 2, all participants in questionnaire survey indicated their answers in first four questions of questionnaire. Table 3 shows that 62 people or 41.3% of participants of survey were male, but 88 people or 58.7% of participants of survey were female. Moreover, more participants' age were between 38-46 years old (33.3%), 29.3% were between 29-37 years old, 14.7% were more than 47 years old, 12.7% were between 21-28 years old, but only 10% were less than 21 years old. Furthermore, table 2 shows that 82.7% or 127 people of all participants were married, but 17.3% or 23 people of all participants were single. Lastly, 20% or 30 people of all participants were doctor, 16% or 24 people of all participants were students, 14.7% or 22 people of all participants were economist, 12.7% or 19 people of all participants were lawyer, 9.3% or 14 people of all participants were unemployed. Figure 7 shows diagrams of this part.

Table 3

Frequency of demographic information- Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	62	41.3	41.3	41.3
Female	88	58.7	58.7	100
Total	150	100	100	

Table 4

Frequency of demographic information- Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
<21	15	10	10	10
21-28	19	12.7	12.7	22.7
29-37	44	29.3	29.3	52
38-46	50	33.3	33.3	85.3
>47	22	14.7	14.7	100
Total	150	100	100	

Table 5

Frequency of demographic information- Marriage

Marriage	Frequency	Percent	Valid Percent	Cumulative Percent
Married	124	82.7	82.7	82.7
Single	26	17.3	17.3	100
Total	150	100	100	

Table 6

Frequency of demographic information: Occupation

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	24	16	16	16
Economist	22	14.7	14.7	30.7
Unemployed	14	9.3	9.3	40
Engineer	17	11.3	11.3	51.3
Doctor	30	20	20	71.3
Lawyer	19	12.7	12.7	84
Retired	5	3.3	3.3	87.3
Teacher	7	4.7	4.7	92
Other	12	8	8	100
Total	150	100	100	

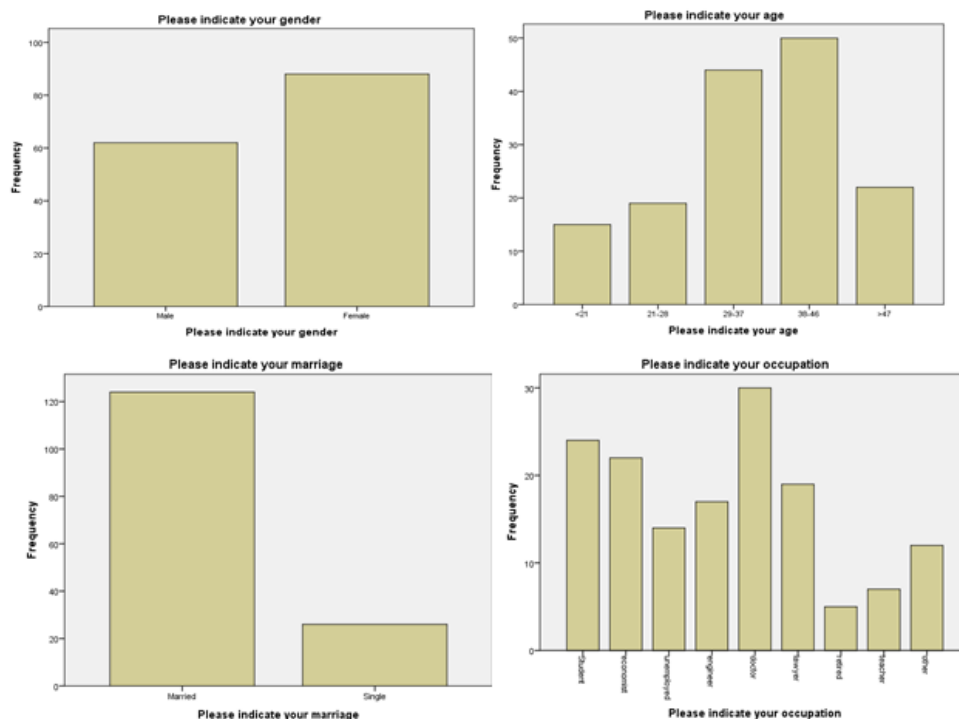


Figure 1
Frequency of demographic information

Following table 7 shows last two questions of demographic information in questionnaire survey. Based on the results, all participants in questionnaire survey also indicated their answers. Table 8 shows main analyses or frequency of these two questions. 57.3% or 86 people of all participants in questionnaire survey were indicated that they usually use bank per week 4-6 times, 22% or 33 people of all participants in questionnaire survey were indicated that they usually use bank per week less than 3 times, but 20.7% 31 people of all participants in questionnaire survey were indicated that they usually use bank per week 6-9 times.

Table 7

Statistics of demographic information- Last two questions

Statistics	Frequency of using the bank	Mode of dealing with bank
Valid	150	150
Missing	0	0
Mean	2.99	2.53
Std. Deviation	0.655	1.008
Sum	448	380

Moreover, 42.7% or 64 people of all participants in questionnaire survey were indicated that they usually deals with bank at the office, 24% or 36 people of all participants in questionnaire survey were indicated that they usually deals with bank at the office and internet, 19.3% or 29 people of all participants in questionnaire survey were indicated that they usually deals with bank by phone, but 14% or 21 people of all participants in questionnaire survey were indicated that they usually deals with bank by internet. Table 8 provides results of above analyses of demographic information part of questionnaire.

Table 8

Frequency of demographic information in questionnaire

Frequency of using the bank				
	Frequency	Percent	Valid Percent	Cumulative Percent
<3	33	22	22	22
42466	86	57.3	57.3	79.3
42530	31	20.7	20.7	100
Total	150	100	100	
Mode of dealing with bank				
	Frequency	Percent	Valid Percent	Cumulative Percent
Internet	21	14	14	14
Office	64	42.7	42.7	56.7
Telephone	29	19.3	19.3	76
office and internet	36	24	24	100
Total	150	100	100	

Furthermore, main analysis of this research is SERVQUAL measurements' analyses that evaluate relationships between SERVQUAL factors and customer satisfaction. Therefore, first of all, following table shows customers' satisfaction part of questionnaire. After that, this research able to analyze SERVQUAL's factors.

Table 9 shows statistics of customers' answers on customer satisfaction part of questionnaire. The participants of questionnaire were participated very active. However, two customers did not answer on the third question. Namely, customer satisfaction part of questionnaire had two missing value. According to mean value in table 9, the most of customers who participated in questionnaire indicated that their satisfaction level is low satisfied.

Following table 10 shows that frequencies of first question of customer satisfaction part in questionnaire. 39.3% or 59 people who participated in questionnaire lowly satisfied with Mongolian commercial banks. 28% or 42 people who participated in questionnaire satisfied with Mongolian commercial banks. 20% or 30 people who participated in questionnaire lowly dissatisfied with Mongolian commercial banks. 10% or 10 people who participated in questionnaire dissatisfied with Mongolian commercial banks, but only 0.7% or 1 person who participated in questionnaire highly dissatisfied with Mongolian commercial banks.

Table 9

Statistics of customer satisfaction part in questionnaire

		How satisfied are you with Mongolian commercial banks?	How satisfied are you with employees of Mongolian commercial banks?	How satisfied are you with number of Mongolian commercial banks' branch?	How satisfied are you with neat of Mongolian commercial banks?	How satisfied are you with working hours of Mongolian commercial banks	How satisfied are you with providing services of Mongolian commercial banks?
Statistics							
Valid		150	150	148	150	150	150
Missing		0	0	2	0	0	0
Mean		3.9	3.8	3.72	3.79	3.87	3.85
Std. Deviation		1.008	1.036	1.118	1.045	1.001	1.028
Sum		585	570	551	569	580	577
Percentiles	25	3	3	3	3	3	3
	50	4	4	4	4	4	4
	75	5	5	5	5	5	5

Table 10

Frequency of customer satisfaction part in questionnaire

How satisfied are you with Mongolian commercial banks?				
	Frequency	Percent	Valid Percent	Cumulative Percent
highly dissatisfy	1	0.7	0.7	0.7
Dissatisfy	15	10	10	10.7
lowly dissatisfy	30	20	20	30.7
lowly satisfy	59	39.3	39.3	70
Satisfy	42	28	28	98
highly satisfy	3	2	2	100
Total	150	100	100	

Table 11 shows second question of customer satisfaction part in questionnaire. 38.7% or 58 people who participated in questionnaire lowly satisfied with employees of Mongolian commercial banks. 24.7% or 37 people who participated in questionnaire satisfied with employees of Mongolian commercial banks. 21.3% or 32 people who participated in questionnaire lowly dissatisfied with employees of Mongolian commercial banks. 12.7% or 19 people who participated in questionnaire dissatisfied with employees of Mongolian commercial banks. Only 1.4% or 2 people who participated in questionnaire highly dissatisfied with employees of Mongolian commercial banks. Moreover, 40% or 60 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 26% or 39 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 21.3% or 32 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 10% or 15 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 0.7% or 1 person who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks.

Furthermore, 39.3% or 59 people who participated in questionnaire lowly satisfied with providing services of Mongolian commercial banks. 27.3% or 41 people who participated in questionnaire satisfied with providing services of Mongolian commercial banks. 20% or 30 people who participated in questionnaire lowly dissatisfied with providing services of Mongolian commercial banks. 10.7% or 16 people who participated in questionnaire dissatisfied with providing services of Mongolian commercial banks. 1.3% or 2 people who participated in questionnaire highly dissatisfied and highly satisfied with providing services of Mongolian commercial banks.

Table 11

Frequency of customer satisfaction part in questionnaire

How satisfied are you with employees of Mongolian commercial banks?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Highly dissatisfy	2	1.4	1.4	1.4
Dissatisfy	19	12.7	12.7	14.1
Lowly dissatisfy	32	21.3	21.3	34.7
Lowly satisfy	58	38.7	38.7	73.3
Satisfy	37	24.7	24.7	98
Highly satisfy	4	3	3	100
Total	150	100	100	
How satisfied are you with neat of Mongolian commercial banks?				
	Frequency	Percent	Valid Percent	Cumulative Percent
	3	2	2	2
Dissatisfy	16	10.7	10.7	12.7
Lowly dissatisfy	32	21.3	21.3	34
Lowly satisfy	59	39.3	39.3	73.3
Satisfy	38	25.3	25.3	98.7
Highly satisfy	2	1.3	1.3	100
Total	150	100	100	
	Frequency	Percent	Valid Percent	Cumulative Percent
Highly dissatisfy	1	0.7	0.7	0.7
Dissatisfy	15	10	10	10.7
Lowly dissatisfy	32	21.3	21.3	32
Lowly satisfy	60	40	40	72
Satisfy	39	26	26	98
Highly satisfy	3	2	2	100
Total	150	100	100	
How satisfied are you with providing services of Mongolian commercial banks?				
	Frequency	Percent	Valid Percent	Cumulative Percent
	2	1.3	1.3	1.3
Dissatisfy	16	10.7	10.7	12
Lowly dissatisfy	30	20	20	32
Lowly satisfy	59	39.3	39.3	71.3
Satisfy	41	27.3	27.3	98.7
Highly satisfy	2	1.3	1.3	100
	150	100	100	

Table 12
Statistics of SERVQUAL factors

Statistics	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Valid	150	150	150	150	150
Missing	0	0	0	0	0
Mean	2.9728	4.0613	4.0972	3.8950	3.3017
Std. Deviation	.54363	.57227	.50560	.59024	.45725
Variance	0.296	0.327	0.256	0.348	0.209

Main result in table 12 is mean of 5 factors of SERVQUAL. The mean of tangibility is 2.97, reliability is 4.06, responsiveness is 4.09, assurance is 3.89 but empathy is 3.3. According to these mean of 5 factors of SERVQUAL, reliability and responsiveness are more satisfied by customers.

This research also analysis SERVQUAL factors by SPSS' factor analyses. Namely, readers who of this research can know what factors of SERVQUAL measurement are more influence on customer satisfaction in Mongolian banking industry. Table 13, 14 and table 15 show model summary, ANOVA and coefficients analyses.

Table 13
Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.142 ^a	.020	.014	.64278

a. Predictors: (Constant), Empathy, Responsiveness, Reliability, Assurance, Tangibility

According to model summary table, main result is adjusted R square that is around -0.14 which translates that 14 percent variance of dependent variable (customer satisfaction in Mongolian banking industry) can be explained by five independent variables that perceive empathy, perceive assurance, perceive responsiveness, perceive reliability and perceive tangibles.

Table 14
ANOVA**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.233	5	.247	.597	.632 ^b
Residual	59.495	144	.413		
Total	60.728	149			

a. Dependent Variable: Overall satisfaction

b. Predictors: (Constant), Empathy, Responsiveness, Reliability, Assurance, Tangibility

Above ANOVA table shows p value or significance between 5 factors of SERVQUAL and customer satisfaction in Mongolian banking industry. According to last column of table 14, significance value (0.632) is more than 0.05. It means there is no significant relationship between 5 factors and customer satisfaction.

Following table 15 shows coefficients of 5 factors of SERVQUAL. There have some important values such as collinearity statistics and significance of each variable. Tolerance in collinearity statistics column shows that there are no multi colorations among independent variables as the tolerance and VIF because all range are acceptable.

Table 15
Coefficients

Model	Unstandardized Coef.		Standard Coef. Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.402	.671		5.069	.000		
Tangibility	.028	.108	-.024	-.261	.794	.797	1.254
Reliability	0.13	.096	.125	.45	.041	.918	1.089
Responsiveness	.049	.112	-.039	-.440	.661	.861	1.161
Assurance	.014	.097	-.013	-.143	.887	.838	1.193
Empathy	.59	.127	.042	.466	.642	.823	1.215

Moreover, we can see significance or p value and beta in table 15. The most of P values indicate no significance relationship with customer satisfaction because those numbers are more than 0.05 except perceive reliability. Furthermore, even perceive reliability's P value is lower than 0.05, amount of this variable is almost same with threshold (0.041). Hence, there is not strong significant relationship between customer and this variable ($\beta = 0.139$, p value = 0.041). The perceive tangibility shows no significant relationship with satisfaction ($\beta = 0.28$, p value = 0.794) because these values be more than threshold values. The perceive responsiveness expresses also no significant relationship with customer satisfaction ($\beta = 0.049$, p value = 0.661). Next variable that perceive assurance expresses also no significant relationship with customer satisfaction ($\beta = 0.014$, p value = 0.887). Last variable is perceive empathy. This variable shows no significant relationship with customer satisfaction because p value or significance of this variable cannot provide threshold of p value ($\beta = 0.059$, p value = 0.642). Relationship between β and p value is that one unit increase in perceived variable received by customers' satisfaction increase by β units. There is a concept about P value that if P value is low, null H must go (Chimgee.D, 2008).

Table 16
Correlations between perceived factors of SERVQUAL

		Overall_satisfac.	Tang.	Relia.	Response.	Assurance	Empathy
Pearson Correlation	Overall_satisfac.	1	-0.019	0.127	-0.05	0.022	0.054
	Tangibility	-0.019	1	0.063	0.318	0.203	0.298
	Reliability	.127	0.063	1	0.003	0.267	0.171
	Responsiveness	-0.05	0.318	0.003	1	0.153	-0.04
	Assurance	.022	0.203	0.267	0.153	1	0.286
	Empathy	0.054	0.298	0.171	-0.04	0.286	1
Sig. (1-tailed)	Overall_satisfac.	.	0.41	0.061	0.271	0.396	0.254
	Tangibility	0.41	.	0.221	0	0.006	0
	Reliability	0.061	0.221	.	0.486	0	0.018
	Responsiveness	0.271	0	0.486	.	0.031	0.312
	Assurance	0.396	0.006	0	0.031	.	0
	Empathy	0.254	0	0.018	0.312	0	.
N	Overall_satisfac.	150	150	150	150	150	150
	Tangibility	150	150	150	150	150	150
	Reliability	150	150	150	150	150	150
	Responsiveness	150	150	150	150	150	150
	Assurance	150	150	150	150	150	150
	Empathy	150	150	150	150	150	150

Table 16 ensures also reliability is the highest influence on customer satisfaction in Mongolian banking industry. Namely, Pearson correlation shows result of correlation between overall satisfaction and reliability is positive and highest amount compare to others (0.127). Moreover, the result of correlation between assurance and overall satisfaction is positive (0.022) and result of correlation between empathy and overall satisfaction is positive (0.054). There also some negative results such as result of correlation between tangibility and overall satisfaction is negative (-0.019) and result of correlation between responsiveness and overall satisfaction is negative (-0.050).

4.4. Unplanned Data

After whole data analyses, we can know only reliabilities are significant influence on customer satisfaction in Mongolian banking industry according to table 15. Therefore, this result gives us some hypotheses or unplanned data that other factors influence on customer satisfaction level in Mongolian banking industry because according to weighted and un-weighted score analyses, customers' perception did not meet their expectation. It means that customers satisfied lowly. R square value in model summary ensures there are other factors that influence on customers' satisfaction level because R square is less than 1 ($R^2 < 1$).

5. Conclusion and Recommendations

5.1. Conclusion of the Quantitative Data Analysis

In data analysis part, KMO (Kaiser Meyer Olkin) value shows that all variables in table 1 are acceptable. Moreover, p value or significance in table 1 also shows that all variables ensured KMO value's result. Namely, these results expressed that the instruments of this research is significance. After that, data analyses indicated demographic results that 62 people or 41.3% of participants of survey were male, but 88 people or 58.7% of participants of survey were female. Moreover, more participants' age were between 38-46 years old (33.3%), 29.3% were between 29-37 years old, 14.7% were more than 47 years old, 12.7% were between 21-28 years old, but only 10% were less than 21 years old. Furthermore, table 2 shows that 82.7% or 127 people of all participants were married, but 17.3% or 23 people of all participants were single. Lastly, 20% or 30 people of all participants were doctor, 16% or 24 people of all participants were students, 14.7% or 22 people of all participants were economist, 12.7% or 19 people of all participants were lawyer, 9.3% or 14 people of all participants were unemployed. Moreover, 57.3% or 86 people of all participants in questionnaire survey were indicated that they usually use bank per week 4-6 times, 22% or 33

people of all participants in questionnaire survey were indicated that they usually use bank per week less than 3 times, but 20.7% 31 people of all participants in questionnaire survey were indicated that they usually use bank per week 6-9 times.

Furthermore, this research analyzed customers' satisfaction based on 6 questions. The results were 38.7% or 58 people who participated in questionnaire lowly satisfied with employees of Mongolian commercial banks. 24.7% or 37 people who participated in questionnaire satisfied with employees of Mongolian commercial banks. 21.3% or 32 people who participated in questionnaire lowly dissatisfied with employees of Mongolian commercial banks. 12.7% or 19 people who participated in questionnaire dissatisfied with employees of Mongolian commercial banks. Only 1.4% or 2 people who participated in questionnaire highly dissatisfied with employees of Mongolian commercial banks. Moreover, 40% or 60 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 26% or 39 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 21.3% or 32 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 10% or 15 people who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. 0.7% or 1 person who participated in questionnaire dissatisfied with working hours of Mongolian commercial banks. In addition, 39.3% or 59 people who participated in questionnaire lowly satisfied with providing services of Mongolian commercial banks. 27.3% or 41 people who participated in questionnaire satisfied with providing services of Mongolian commercial banks. 20% or 30 people who participated in questionnaire lowly dissatisfied with providing services of Mongolian commercial banks. 10.7% or 16 people who participated in questionnaire dissatisfied with providing services of Mongolian commercial banks. 1.3% or 2 people who participated in questionnaire highly dissatisfied and highly satisfied with providing services of Mongolian commercial banks.

Thirdly, this research analyzed SERVQUAL measurements by 2 types of calculations such as score analysis and factor analysis. The main results of unweighted score analyses in first analysis were customers' perceptions in SERVQUAL measurement cannot meet with customers' expectation because all average gap and average un-weighted score's results are negative. The worse results in above table are tangibles (-2.47) and empathy (-2.07). The main results of weighted score analyses were tangibility is the worst weighted score in Mongolian banking industry, and reliability and assurance are the bad dimensions in Mongolian banking industry. Accordingly, all weighted scores of SERVQUAL dimensions

expresses negative results. Therefore, average weighted score is negative -34.16. Negative this result implies that service of Mongolian banks cannot provide what the customers actually want to receive (Hirmukhe, 2012).

Finally, factor analyses of SERVQUAL indicated that ANOVA table shows p value or significance in between 5 factors of SERVQUAL and customer satisfaction in Mongolian banking industry. According to ANOVA analysis, significance value (0.632) is more than 0.05. It means there is no significant relationship between 5 factors and customer satisfaction, but coefficients table of 5 factors of SERVQUAL shows that there are no correlations between independent variables as the tolerance and VIF because all range are acceptable. Moreover, the most of P values indicate no significance relationship with customer satisfaction because those numbers are more than 0.05 except perceive reliability. Furthermore, even perceive reliability's P value is lower than 0.05, amount of this variable is almost same with threshold (0.041). Hence, there is not strong significant relationship between customer and this variable ($R^2 = 0.139$, p value = 0.041). The perceive tangibility shows no significant relationship with satisfaction ($R^2 = 0.28$, p value = 0.794) because these values be more than threshold values. The perceive responsiveness expresses also no significant relationship with customer satisfaction ($R^2 = 0.049$, p value = 0.661). Next variable that perceive assurance expresses also no significant relationship with customer satisfaction ($R^2 = 0.014$, p value = 0.887). Last variable is perceive empathy. This variable shows no significant relationship with customer satisfaction because p value or significance of this variable cannot provide threshold of p value ($R^2 = 0.059$, p value = 0.642).

5.2. Conclusion of the Research Problem

The research problem in this study is to identify the main factors that influence customer satisfaction level toward Mongolian banking industry. Therefore, this section answers on above research problem or general research question and specific research questions. After whole research analyses of collected data from customers of Mongolian banks, this research tells what SERVQUAL's dimensions strongly influence customer satisfaction level of Mongolian banks. That impact on customer satisfaction is reliability of SERVQUAL.

According to findings of statistical SERVQUAL analyses, reliability that refers company's promises to do something for customers, decision on customers' problem, performance of the service and insistency on error free records of Mongolian banks. Therefore, Mongolian banks should improve their reliabilities.

Finally, this research solves its research problems. Namely, main factors that influence customer satisfaction level in Mongolian banks are employees' behavior, company's promises to do something for customers, decision on customers' problem, performance of the service and insistency on error free records.

5.3. Limitations

According to Lewis, Saunders, and Adrian Thornhill (2012), there is a vital caution what researcher or investigator has to ensure that only focused items are considered in research. According to Lewis, Saunders, and Adrian Thornhill (2012), this study completed, and focused on customer satisfaction, service quality and Mongolian banking industry, and data of this research collected from customers of above sector. Moreover, literature review part of this research also focused customer satisfaction, and that part collected data from different sources such as journals, webs, books, laws, etc. based on customer satisfaction based on customer satisfaction, service quality and banking industry. Therefore, this research considered focused items of research in literature review according to (Lewis, Saunders, & Adrian Thornhill, 2012).

Moreover, this study had a limitation that is time limitations to complete this research within planned time.

5.4. Recommendations

After data analyses, this research has some recommendations for Mongolian banks to increase customers' satisfaction level of Mongolian banking industry. This research provides some important results that reliabilities are influence on customer satisfaction level of Mongolian banks. Namely, Mongolian banks need to improve promises to do something for customers, decision on customers' problem, performance of the service and insistency on error free records of Mongolian banks.

Moreover, all of service quality's factors did not meet customers' perception. It means Mongolian banks need to identify what the customers really want to take because score analyses in this research shows Mongolian banks cannot provide customers high quality services. Finally, Mongolian banks need a more research on their customers because other factors may influence their customers' satisfaction. R square value in model summary shows value that less than 1 ($R^2 < 1$). It means there are other factors may influence customer satisfaction level in Mongolian banking industry.

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